

DOLLAR DAY SPECIALS

JABOB

Wool Drawers

VALUES \$2.50, \$3.00

Special \$1.00

Men's Natural Wool Underwear

VALUE \$3.00

Special \$1.50

VALUE \$3.00

Special \$2.25

Ladies' Fall and Winter Hats

VALUES \$3.00, \$3.50, \$4.00, \$5.00, \$6.00

Special \$1.00

MEN'S DEPARTMENT

Men's Overcoats

25% Off

Men's Suits

20% Off

LADIES' DEPARTMENT

Big Reductions On

SUITS COATS

DRESSES WAISTS FURS

MEN'S

Flannel Shirts

VALUE \$6.00

Special \$3.95

MEN'S

Negligee Shirts

VALUE \$1.50

Special \$1.00

VALUE \$1.00

2 for \$1.50

Men's Lamb Wool Union Suits

VALUE \$3.00

Special \$1.95

White Star Clothing House

147 MAIN STREET, - - - - - NORWICH, CONN.

DOLLAR DAY

-AT-

The F. A. Wells Co.

WORK SHIRTS, black, blue and fancy chevrons..... \$1.00	FINE CHALMERS UNDERWEAR, worth \$1.50, shirt or drawers—each..... \$1.00	75c NEGLIGEE SHIRTS, 2 for..... \$1.00
4 PAIR SEAMLESS HOSE, black, blue and brown..... \$1.00	1 SMALL LOT OF JERSEY RIBBED UNDERSHIRTS, \$1.00 value—2 for..... \$1.00	\$5.50 SWEATERS—reduced..... \$1.00
5 PAIR SEAMLESS HOSE, black, tan and grey..... \$1.00	A few pair of size 20 Drawers	\$5.00 SWEATERS—reduced..... \$1.00
3 PAIR SILK LISLE HOSE, black, tan and white..... \$1.00	225c WOOL PROCESS UNDERWEAR..... \$1.00	B. V. D. SHIRTS AND DRAWERS, 2 for..... \$1.00
\$4.50 1/2 - POUND WOOL HOSE, in grey..... \$1.00	325c MEDIUM WEIGHT UNDERWEAR..... \$1.00	5 LINEN COLLARS..... \$1.00
1.00 WOOL HOSE with 1 PAIR BLACK HOSE..... \$1.00	2 GARMENTS OF GLASTONBURY UNDERWEAR for \$5.00—a reduction of..... \$1.00	AVIATION CAPS with 2 HANDKERCHIEFS..... \$1.00
2 PAIR 75c WOOL HOSE, blue..... \$1.00	2 GARMENTS OF 75 PER CENT WOOL UNDERWEAR for \$4.00—a reduction of..... \$1.00	\$24.00 SHEEP LINED OVERCOATS for \$27.50—reduced great deal more than..... \$1.00
25c REDUCTION on any article in furnishings that usually sell for \$1.25 or more.	2 PAIR 65c HEAVY MITTS, leather palms..... \$1.00	\$14.50 SHEEP LINED COATS for \$17.50—reduced more than..... \$1.00
THREE 50c FOUR-IN-HAND TIES..... \$1.00	1 PAIR 75c HEAVY MITTS, leather palms and 1 PAIR 39c WOOL HOSE..... \$1.00	\$12.50 SHEEP LINED COATS for \$15.50—reduced more than..... \$1.00
TWO 75c FOUR-IN-HAND TIES..... \$1.00	\$1.25 LEATHER PALM MITTS..... \$1.00	MEN'S TROUSERS at \$5.00, \$7.00, \$8.00 and \$9.00—reduced..... \$1.00
6 PAIR CANVAS GLOVES..... \$1.00	\$1.25 LEATHER GLOVES..... \$1.00	MEN'S SUITS AND OVERCOATS, \$70.00, reduced to \$17.00, which is three times..... \$1.00
6 PAIR CANVAS GAUNTLET GLOVES..... \$1.00	\$1.00 LEATHER GAUNTLET GLOVES with 25c HOSE..... \$1.00	ALL OTHER GRADES from \$20.00 to \$45.00—same proportion of..... \$1.00
2 PAIR CANVAS GAUNTLET GLOVES, leather palms..... \$1.00	NO REDUCTION IN PRICE OF OVERALLS	Black and Blue Suits Excepted
HALBRIGGAN UNDERWEAR, worth \$1.40..... \$1.00	NO REDUCTION OF BLACK CAT HOSE	ALL KNICKERBOCKER SUITS reduced..... \$1.00
\$1.00 HALBRIGGAN UNDERWEAR with 1 PAIR 25c HOSE..... \$1.00	\$1.25 NEGLIGEE SHIRTS..... \$1.00	1 LOT OF HIGH ROCK FLEECE UNDERWEAR at \$1.00
1 UNDERSHIRT and 1 PAIR DRAWERS, wool finish—for \$2.00—a reduction of..... \$1.00	TWO \$2.00 NEGLIGEE SHIRTS for \$2.00—a reduction of..... \$1.00	1 LOT OF GREY WORSTED UNION SUITS, 2 for \$4.00—a reduction of..... \$1.00
		2 PAIR OF MEN'S TROUSERS, at \$3.00, \$3.50, \$4.00 or \$5.00—secure a reduction of..... \$1.00

This DOLLAR DAY SALE is the Merchandising Event of this season. With the high cost of all materials and present market conditions, we see no immediate hope of lower prices for high grade merchandise such as we sell. We believe that with this country feeding and clothing the whole world, a condition of competition in prices cannot obtain for strictly "Good Clothes," OUR KIND OF GOOD CLOTHES.

Quality Must Be Maintained

Recognizing the fact that out-of-town customers should share in the specials offered and to allow time for them to get into town, THIS STORE WILL NOT OPEN UNTIL 9 O'CLOCK, DOLLAR DAY, FEBRUARY 15th, 1919.

The F. A. Wells Co.

"GOOD CLOTHES STORE"

WILL L. STEARNS, Prop.

NORWICH, CONN.

DOLLAR DAY IN NORWICH

(Continued From Preceding Page)

who has not kept track of the bargains constantly on display in our up-to-date stores to realize how broadly the Norwich stores have provided for his wants on Dollar day.

Stores Will Open at 9 O'Clock On Dollar Day.

One feature of Norwich Dollar day that should appeal to out of town patrons is the agreement amongst the subscribers to the Dollar day movement not to open for business until 9 a. m. on that day. Heretofore, with the stores opening at a much earlier hour, some out of town buyers who were unable to be on hand at the opening hour felt that perhaps some of the best Dollar day values had been taken before their arrival. With the stores opening at 9 o'clock, nearly everybody can be on time for the opening and thereby share in every advantage which Norwich merchants will offer that day.

Dollar Day Window Cards Designate Dollar Day Stores.

To thoroughly appreciate the cooperative spirit which makes this event so important, it is only necessary to read over the various Dollar day advertisements which appear in this issue of The Bulletin. Never have the retail dealers of Norwich shown such a hearty desire to pull together as in the arrangements for this Dollar day. Our sure way of determining whether or not a store is cooperating in this movement will be by the Special Dollar day window card which has been prepared for this occasion. It is distinctive in design, and only those stores which have united in this cooperative Dollar day movement will be entitled to display the official Dollar day window cards.

The outstanding feature, however, of the Dollar day publicity, centers in the cash prizes which will be offered in connection with the Dollar day window displays. The slogan which has been adopted for this occasion is Norwich the Trading Center."

Twenty-three cards have been prepared, each one to contain one letter of this slogan. These cards will be placed in twenty-three of the store windows, distributed throughout the business district, only one card in a window. They will be placed at the same time, namely, 4:30 Friday afternoon, February 14th.

Cash prizes amounting to \$30.00 will be given to the first three persons who locate the twenty-three cards which go to make up the complete slogan "Norwich the Trading Center" and present it to the three judges who have been selected to make the award and who will be located in the lobby of the Wauregan House. The prizes will be divided as follows: First, \$15.00; second, \$10.00; third, \$5.00. To be entitled to a prize, contestants must be prepared to state the store window in which each of the letters, which go to make up the slogan, is located. It is an excellent opportunity to earn a prize of \$15.00, \$10.00 or \$5.00 with a very little effort.

No Mail or Telephone Orders Received.

Another feature of Dollar day which the public should bear in mind is the policy which practically all the subscribers to the Dollar day movement have adopted for that day, namely, that no mail or telephone orders will be received for these Dollar day special offerings. It should not be difficult for the public to understand the reasons which make this policy necessary. The Dollar day movement is primarily to

advertise the advantages of Norwich as a trading center, and unless the people come out and visit the stores much of the advertising value of the movement will be lost. Moreover, many of the Dollar day special offerings are limited in quantity and it would be manifestly unfair to permit patrons to order by telephone some of the best values and then have customers who, possibly at great inconvenience, have come down town at the opening hour for the special purposes of securing some of these goods, to be told that they have been all sold.

It is expected that the public will see the justice of the stand taken by many of the merchants and will not embarrass them or take up time which is a valuable asset on a busy day such as Dollar day will be by telephoning orders which the merchants will be obliged to firmly but politely decline to accept.

THE SPECIALTY SHOP'S \$ Day Specials

59c Hose.....	\$ Day 3 pair for \$1.00
39c Children's Hose.....	\$ Day 6 pair for \$1.00
\$1.50 Silk Camisole.....	\$ Day \$1.00
\$1.50 Corsets.....	\$ Day \$1.00
\$3.50 Stout Ladies' Corsets.....	\$ Day \$2.00
Children's Dresses, value to \$5.....	\$ Day \$1.00
Ladies' Crepe de Chine Waists, value \$5.....	\$ Day \$2.95
Ladies' House Dresses, value \$2.95.....	\$ Day \$1.49
Ladies' House Dresses, value \$4.50.....	\$ Day \$2.95
Ladies' Black and Colored Petticoats, value \$1.25,	\$ Day 2 for \$1.00
Ladies' Bath Robes, value \$6.95.....	\$ Day \$3.50
Children's Sweaters, value \$1.95.....	\$ Day \$1.00
Many other good values too numerous to mention	

THE SPECIALTY SHOP

140 MAIN STREET, NORWICH

Opposite The Plaut-Cadden Co.

AUTO RADIATORS

Repaired promptly and thoroughly tested under air pressure before leaving shop.

W. E. SHANLEY

PLUMBING

TINNING

499 Main St. Tel. 710-3

GENERAL AUTO REPAIRS

FINEST WASH-STAND IN TOWN We also grease your Car

THE IMPERIAL GARAGE

GEORGE LETENDRE, Prop. Tel. 929 and 970